



Boys Mackinaw Coats

Snappy Styles, Raglan Shoulders, with belt, etc. Navy Blue and Brown, also checked Patterns, Sizes 12 to 16—Reduced for Quick Selling, to \$3.95 & \$4.95

SNAPPY LEATHER COATS—With or Without Fur Collars. These are Extra Good Quality Horsehides—Not too heavy and Well Cut, for Quick Selling \$9.75

WISHING OUR FRIENDS AND PATRONS A HAPPY NEW YEAR.

Thos. E. Wright

Men's Better Wear

FOR *Economy* USE
ALABASTINE



KING EDWARD HOTEL

WHERE EVERYONE FEELS AT HOME
Phone No. 1. John Spirros, Manager

A HAPPY NEW YEAR
TO EVERYONE

DR. D. C. HAWORTH

ONCE AGAIN WE HAVE THE OPPORTUNITY TO TELL OUR GOOD FRIENDS HOW MUCH WE APPRECIATE YOUR YEAR ROUND CO-OPERATION AND GOODWILL; WE EXTEND OUR MOST CORDIAL GOOD WISHES FOR A HAPPY AND PROSPEROUS NEW YEAR.

Strathmore Hardware

"The Store of Quality and Service"
M. A. RELLINGER, PHONE 54

Pot Pourri

The Strugglers—

—By George Matthew Adams

There are few—if any—notable achievements which have not come about after long and courageous struggle.

Even the achievement itself must give precedence to the struggle that created it. Struggle is the root of our virtue fibers, scarred and soiled through conflict after conflict, the vision and the big heart walk hand in hand.

He who struggles is forever learning. Each defeat is a victory—in knowledge, and knowledge gained is added insurance against failure.

No matter what our misfortune may be, there are others who have greater ones—and who handle them far more bravely than we. The things we obligate ourselves to gain, and which mean sacrifice and struggle, are the worth-while things.

From nature we came and to her we return. Life is a life of struggle—against storms, fire, droughts and floods. Yet in her ever changing form, she is the inspiration of man in all of his struggles.

He who faces all difficulties, taking them as they come without complaint, gains ruggedness of mind and heart, understanding, an appreciation of the worth of life itself, and fortifies himself in faith and courage, so that after all struggle means growth, increased power and character.

Good Sense—

Good sense is as different from gen-

A Farmer's Musings

(By Tim Lengthorn)

OUT O' LUCK—

Whatever else may be said of it, farming is a very eventful and exciting pastime.

Being desirous of looking quite spruce at the festive season, an event tiler of the soil cleaned his Sunday pants with gasoline and hung them over a post to air before pressing them.

He then went to a nearby town on an errand for his wife and on his return discovered that the trousers had disappeared.

Of course the farmer was greatly peeved at this state of affairs, and he was telling his misadventure to his neighbors. He was telling his misadventure to his neighbors. He was telling his misadventure to his neighbors.

The lad explained that he had found the dogs fighting for the sole ownership, and an examination revealed that they had almost got a leg apiece.

The farmer's wrath was now fully developed, but his efforts to chastise the hounds were frustrated by the four-legged guys declining to come and get licked.

As perception is from invention, yet through distinct qualities, they frequently subside together. It is altogether opposed to wit, but by no means inconsistent with it. It is not science, for there is such a thing as unlettered good sense; yet, though it be neither wit, learning, nor genius, it is a substitute for each when they do not exist, and the perfection of all when they do.—Hannah More.

Sensational Christmas Offer.

Elgin "Kwik Shave"

Electric Dry Shaver



\$2.99

FREE GIFT BOX

By arrangement with the manufacturer of this dry shaver, we are positively allowed a limited number only—enjoy this happy at a sensible price—not yours immediately.

Note These Features:
Guaranteed cost. No cheating.
Safe for the neck. Self-sharpening.
All-weather. All-weather.
Guaranteed. No need. All-weather.
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Guaranteed. No need. All-weather.

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ON THE
NEW YEAR

INSIST ON
ALBERTA
B E E R
"BEERS THAT ARE BEST"

TRADITIONALLY FAMOUS
FOR TRUE HOSPITALITY

This Advertisement Is Not Inserted by the Alberta Liquor Control Board or by the Government of the Province of Alberta.

As many of our readers are aware, dogs are like boys; they know when they have something coming!

NO REAL PROSPERITY—

As we walked along 8th avenue at the beginning of the holiday season, the city of Calgary presented an animated appearance.

The large stores were thronged with eager shoppers, and in one or two jewelry establishments a large number of people were patiently awaiting the attention of the harassed clerks.

Money was being spent in a lavish fashion everywhere, and it seemed as though that real prosperity had again returned to the west.

Appearances are deceptive however, and cold figures are the things that count most.

Calgary has something like 8000 people on the relief rolls and apart from these folks a large number of young fellows are living like homeless dogs.

Through the good will of their fellow citizens, the lives of the unemployed were brightened to some extent by various methods on Xmas Day but it is unfortunate that the tragedy of idleness must remain for an indefinite period.

Work is the greatest boon that young folks can have, and the lack of it leads to many sorrowful conditions. Perchance the day will come when the nation will be aroused by the shocking waste of human material and take the proper steps to effect a remedy.

AN OLD TALE—

The report over the air that a Scots trapper was offering valuable furs to the lady who would sing "Jessie's Dream at Lucknow" recalled the romantic story of the Scottish lass, Jessie Brown, who was the first to inform the beleaguered garrison at Lucknow that help was at hand.

Worn out by caring for the sick and wounded, she had fallen asleep with her head on the lap of an English lady, and it was while in this posture that her spirit winged its way back to her highland home across the seas.

She was aroused from her pleasant dream by the firing of a nearby battery and instantly called out that she heard the sound of the bagpipes in the distance.

The defenders gathered around her and after a long period of anxious waiting they, too, caught the rollicking strains of "The Campbells are Coming."

The commander of the retreating force General Havelock, generously gave his single Highland Regiment the honor of forming the advance guard, and the killed veterans marched through the gates singing the warm words of friendship which Robert Burns had written in the long ago.

The weary defenders gave tongue to a great shout of thankfulness, and the scenes that followed were singularly poignant in character.

Mothers thrust their little children into the arms of the gaunt and bearded rescuers and with the other non-combatants the women marched along the ancient streets with their voices raised in song.

Like many other noted writers of the period, the well beloved American poet, John Greenleaf Whittier, was deeply affected by the story, and he chose this dramatic moment for one of the closing verses of his stirring poem—

"Round the silver domes of Lucknow, Moslem mosque and pagan shrine, Breathed the air to Britons dearest, The fire of Auld Lang Syne, O'er the cruel roar of war drums, Those that sweet and homelike strain And the tartan clove the turban, As the gommies cleave the plain."

The Scottish mistress suspected that one of her two sons was paying attention to the maid.

Anxious to find out which one, she said to the girl,

Mary, supposing you had the chance to go to the movies with one of my two sons, which one would you choose?

Well, replied Mary, it's hard to say, I've had some good times with both of them, but for a real rollicking spree, give me 'he master!

He was following his milk wagon and had a carrier in each hand, and walking with one foot in the gutter and the other on the pavement. He was not getting on very well and after about half a mile he met a cop.

You're drunk, said the latter.

Oh, is that what it is? he replied.

Thank goodness, I thought I was lame.

IT PAYS TO ADVERTISE

HUGHES MOTORS

WISHES EVERYONE

A VERY HAPPY

AND A

PROSPEROUS NEW YEAR



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STRATHMORE, ALTA.

For The Best In—

Beef, Pork, Lamb, Veal, Fish and Poultry,
—At Lowest Prices

Roberts Meat Market

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STRATHMORE

—COAL— —COAL—

STANDARD COAL, delivered, ton \$4.25
CONSUMER'S COAL, delivered, ton \$4.25
PROMPT SERVICE GIVEN

JOHN KEELING—Phone 72, Strathmore

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THE GOOD YEAR SPEEDWAY

FULLY GUARANTEED TIRE

You'll be ready for any road... any going... when you ride on these low-priced... high-value... sturdy quality Goodyears. For prompt service... drive in today!

Choose from our BIG, NEW STOCK ALL SIZES



THE NEW 1939 CHEVROLET WILL
SOON BE OUT. 90 NEW IMPROVE-
MENTS AND SUBSTANTIAL LOWER
PRICE. SEE YOUR LOCAL DEALER.

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Plan security through

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WHOLE LIFE ASSURANCE
ACCIDENT & SICKNESS
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CALGARY
CENTRAL STATION
ALSO OPERATING
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RATES \$1 and \$1.50 - WEEKLY and MONTHLY RATES

FRESH AND SMOKED MEATS
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FRESH FISH EVERY WEEK
TEDDY'S TRIPE AND PORK PIES
Fresh Every Thursday
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PHONE 43 STRATHMORE

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ALL SUBSCRIPTIONS PAYABLE IN ADVANCE
Member of the Canadian Weekly Newspaper Association.

THE NEW YEAR

He comes across the wide, white world,
This world of ice and snow,
Just as the Old Year, worn and wan
And weary, turns to go.
And young and fair, with smiling face,
And footstep light and free,
The New Year marches blithely in,
And greets us cheerily.

Let us hope it will prove a year of
Peace restored to Mankind.

PREMIER HEPBURN—WHAT IS BEHIND HIS REVOLT

An Extract from W. M. Davidson's
Article in The Albertan.

Let no person be fooled into believing
that the Hepburn revolt is the outcome
merely of the glamorous Ontario
Premier's dislike of Mackenzie King
or even of his dissatisfaction with the
Prime Minister's selection of his
cabinet or chooses the senator.

Over and above his jealousy of
drought relief and the fixed price for
wheat for Western Canada and his
general narrow Provincialism are the
following dynamic conditions.
Newspaper men at Ottawa see other
influences much more alarming which
may be responsible for the Hepburn
insurrection. Two dangerous capitalistic
interests—the big shots at
Alberta would say—whose menace
Canada are the mining and power
interests of Ontario and Quebec. Hep-
burn is very close to the mining in-
terests. Mining millionaires are his
closest personal friends. The Globe
and Mail, which is critical of Prime
Minister King, is the property of the
mining capitalists. Hepburn's seasonal
opposition to John L. Lewis and his
"reds", was inspired, it is said, by
Northern Ontario capitalists who fear
the spread of the C I O among the
Northern Ontario mine workers. These
mining multi-millionaires are not only
dissatisfied with their federal tax-
ation but are fearful of any liberalising
influence in the Canadian Govern-
ment. They are sensitive to anything
like "new deal" legislation or social-

istic influences. They like Mitchell
Hepburn. They do not like Mackenzie
King.

The association of Hepburn and the
power interests is even more sordid.
Hepburn's effort to re-export Quebec
power through the Ontario
United States is described as "one
of the most bartered plans ever de-
vised between American and Canadian
interlocked power trusts to tie up
the whole northeastern United States
power load to the Morgan and Mellon
private power interests." The plot
was checked by Mackenzie King and
completely blocked by President
Roosevelt.

There are the powerful interests be-
hind Mitchell Hepburn and the insur-
rection.

Nightingale

The local hockey boys have made
good use of the fine weather of the
past two weeks. Three games were
played. On Sunday, Dec. 18 the boys
played at Riverview and won by a
score of 5 to 2. On Wednesday 21st
Nightingale lost to Paddy Springs
Canadians 2 to 1. On Saturday 24th
Akenhead lost to the local boys by 4-1.
The boys thoroughly enjoy their prac-
tice at the general get together even-
ings.

Mr and Mrs Harry Thurston have
returned from a honeymoon spent at
Vancouver and Victoria.

Valley Garden school concert was
held December 20th. The pupils gave
a fine demonstration of what can be
accomplished in the way of entertain-
ment. The songs, recitations, plays
and drills were performed with real
enthusiasm. The children took real
pleasure in doing their parts. Santa
Claus came and gifts and treats were
distributed. Old Santa is always a
welcome visitor and his kind consid-
erate to promote the Christmas cheer.
Games were played with the children,
followed by some dancing. Coffee was
served at the close of the evening.
Much credit is due the teacher, Miss
Beattie, for a really good event.

Miss Betty Kimmitt is enjoying
several weeks visit by her grand-
mother Mrs Dugan.

Nightingale hall had standing room
only last Wednesday when the school
gave their annual Christmas concert.
It consisted of plays, recitations, songs
and several beautiful drills. The crowd
expressed their appreciation in the
usual manner, and a hearty cheer was
given for Miss Taylor as a vote of
thanks. Miss Nettie Taylor assisted at
the piano. Santa Claus came and he
was very gracious with treats and
gifts. Following the program, games
were played with the children. The
local orchestra came and a dance
was enjoyed by all until an early hour.

Wilma Frederick, Mary and Kathleen
Harriman are enjoying their Christ-
mas holidays with their respective
families.

Mr and Mrs Henry Watts had the
misfortune to spend the night before
Christmas on the prairie waiting for
daylight to appear. The sudden wind
made the usual trail impossible but P.
H. Harriman came to the rescue and
piloted them to their home on Christ-
mas Eve little the worse for their
night out.

Mr and Mrs Jack Stoodley expect
soon to go to Estevan where they
will visit for a while.

Mr and Mrs Norman Bragg and son
John are spending a few days visiting
with Mrs Bragg's parents Mr and Mrs
Harriman.

Happy New Year—
—1939—

Rockyford

Last week was a joyful one for the
children of many districts as there
were Christmas entertainments in
honor of the season and Old St. Nick
from almost every school house. The
outstanding part was the high class
of the programs and the manner in
which the children were trained and
the crowning accomplishment was
that Santa Claus was able to visit each
one for a short period during the even-
ing, and had a generous treat for ev-
ery child and many of the grown up.

Mr and Mrs Leslie had to take their
youngest son back to the hospital last
week as pneumonia had set in with
his other disorders. The last report is
that he is doing nicely now.

Mr Frank Gilbert had to be taken
to the hospital on Wednesday as he is
suffering with a form of pneumonia. He
is being treated by Dr. C. Brown. The
last report—be hoped—to
leave the hospital for Christmas.

The Rockyford Chapter Order of the
Eastern Star met for their regular
meeting December 20th, when the
meeting of officers was conducted, by
the retiring Master, Mrs. C. Brown.
The new elected officers are: Worthy
Master, Mrs. D. James, Worthy Patron
Mr. J. Martin, A. M. Mrs. R. L. Jones,
A. P. Mr. E. Ross, Conductress, Mrs.
Walton; A. Coad, Mrs. N. McLean,
Secretary, Mr. Chas. Brown, Treas-
urer, Mrs. T. Birt. A very pleasant
hour was spent at the lunch table
with speeches and music. The instal-
lation of officers will be conducted at
the regular meeting on the 17th Jan.

Mr and Mrs J. Bouch left for a motor
trip to the States on Thursday last.
They will be spending a few weeks
with friends and relatives before they
return.

Requiem High Mass was sung to
Rev. Father Killeen at the Christmas
Eve celebration, when the church was
taxed to capacity. The sudden change
of weather made it very hard for those
driving a distance to find the road
home. Several had to return to town
to stay until daylight, but no serious
suffering has been reported.

Christmas was very pleasantly
spent by all the residents of town and
country. Many homes were the scene
of festive occasions where friends got
together for the day.

Mr and Mrs George Hindson of Cal-
gary spent the Christmas holidays
with Mr and Mrs L. R. Stone of
Rockyford, returning to the city on
Tuesday.

Miss Freda Allcock the local Tele-
phone operator spent the three Xmas
days with her parents at Lacombe.

Miss Edna Cammatt is home from
Edmonton where she is attending Uni-
versity. She will be resuming class
next week.

The girls who are attending busi-
ness colleges in Calgary are also home
for the holidays. Miss Thelma Wise
and Miss Helen Bentzen came home a
week ago.

Namaka

The friends of Mr Bert Heiges will
regret to learn of his death which oc-
curred very suddenly on Sunday,
December 24th. The sympathy of the
community is extended to Mrs Heiges
in her bereavement.

Mrs Peterson and her daughter Miss
Stella left by motor last week for
Vancouver where they will visit rela-
tives.

Mr and Mrs Alex Peterson return-
ed last week after a honeymoon spent
motoring through the States.

Mr and Mrs Miller and family spent
Christmas Week with relatives at
Stavely and Derwood.

Mr and Mrs Don Watts of Duchesne
Christmas with their parents.

RING OUT THE OLD—

RING IN THE NEW—

AND WITH ALL SINCERITY WE WISH
ONE AND ALL A VERY HAPPY AND
PROSPEROUS NEW YEAR.

AYLMER VEGETABLE SOUP—

3 TINS 25c

AYLMER TOMATO SOUP—

3 TINS 25c

FLOUR—98 LB. SACKS \$3.25

CALIFORNIA NEW CROP ORANGES—

Per Dozen 25c, 30c and 35c

EXTRA LARGE TINS OF PEACHES—

AND APRICOTS, per tin 25c

PORK & BEANS, 3 tins 25c

6 LB. SACKS WHEATLETS 25c

TEA & COFFEE
TWO for ONE
Pre-Xmas Sale!
Merchandise
Coupons
DOUBLE IN
VALUE
until
DEC. 31st
35c lb. COFFEE

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Address _____
Sample Copy on Request

were the guests of Mr and Mrs E. C. Watts over the holiday. Miss Ivy Watts also spent Xmas with her parents.
Mr and Mrs Mackie and family were guests of Mr and Mrs Johnson over Christmas morning to Arrowwood for Monday where they were guests of Mr and Mrs Mackie.
We are glad to report Mr Biggar's condition is improving. We hope to see him around again soon.

**"Young Man—
I THINK YOU'VE GOT
SOMETHING THERE!"**

Grandma always was a keen shopper and quick to "snap up" a bargain... but you'll recognize these BARGAIN OFFERS without her years of experience... you see real money... you get a swell selection of magazines and a full year of our newspaper. That's what we call a "break" for you readers... no wonder grandma says—"YOU'VE GOT SOMETHING THERE!"

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This Newspaper, 1 Year, and Any Three Magazines
CHECK THESE MAGAZINES—ENCLOSE WITH ORDER

(1) Western Producer, 1 yr.	(1) Family Herald and Weekly Star, 1 yr.	ALL FOUR ONLY 3.00
(1) Canadian Magazine, 1 yr.	(1) Rod and Gun, 1 yr.	
(1) National Home Monthly, 1 yr.	(1) Silver Screen, 1 yr.	
(1) Woman's Home Companion, 1 yr.	(1) Parents, 6 mos.	
(1) Pictorial Review, 1 yr.	(1) American Boy, 6 mos.	

(1) Canadian Horticulture & Home Magazine, 1 yr.

(1) Open Road (boys) 1 yr.

GROUP A—Select 1

(1) Western Producer, 1 yr.	(1) Canadian Magazine, 1 yr.	ALL FOUR ONLY 3.50
(1) National Home Monthly, 1 yr.	(1) Rod and Gun, 1 yr.	
(1) Woman's Home Companion, 1 yr.	(1) Silver Screen, 1 yr.	
(1) Pictorial Review, 1 yr.	(1) Parents, 6 mos.	
(1) Canadian Horticulture & Home Magazine, 1 yr.	(1) American Boy, 6 mos.	

(1) Open Road (boys) 1 yr.

GROUP B—Select 1

(1) Western Producer, 1 yr.	(1) Canadian Magazine, 1 yr.	ALL FOUR ONLY 3.50
(1) National Home Monthly, 1 yr.	(1) Rod and Gun, 1 yr.	
(1) Woman's Home Companion, 1 yr.	(1) Silver Screen, 1 yr.	
(1) Pictorial Review, 1 yr.	(1) Parents, 6 mos.	
(1) Canadian Horticulture & Home Magazine, 1 yr.	(1) American Boy, 6 mos.	

(1) Open Road (boys) 1 yr.

GROUP C—Select 1

(1) Western Producer, 1 yr.	(1) Canadian Magazine, 1 yr.	ALL FOUR ONLY 3.50
(1) National Home Monthly, 1 yr.	(1) Rod and Gun, 1 yr.	
(1) Woman's Home Companion, 1 yr.	(1) Silver Screen, 1 yr.	
(1) Pictorial Review, 1 yr.	(1) Parents, 6 mos.	
(1) Canadian Horticulture & Home Magazine, 1 yr.	(1) American Boy, 6 mos.	

(1) Open Road (boys) 1 yr.

GROUP D—Select 1

(1) Western Producer, 1 yr.	(1) Canadian Magazine, 1 yr.	ALL FOUR ONLY 3.50
(1) National Home Monthly, 1 yr.	(1) Rod and Gun, 1 yr.	
(1) Woman's Home Companion, 1 yr.	(1) Silver Screen, 1 yr.	
(1) Pictorial Review, 1 yr.	(1) Parents, 6 mos.	
(1) Canadian Horticulture & Home Magazine, 1 yr.	(1) American Boy, 6 mos.	

(1) Open Road (boys) 1 yr.

GROUP E—Select 1

(1) Western Producer, 1 yr.	(1) Canadian Magazine, 1 yr.	ALL FOUR ONLY 3.50
(1) National Home Monthly, 1 yr.	(1) Rod and Gun, 1 yr.	
(1) Woman's Home Companion, 1 yr.	(1) Silver Screen, 1 yr.	
(1) Pictorial Review, 1 yr.	(1) Parents, 6 mos.	
(1) Canadian Horticulture & Home Magazine, 1 yr.	(1) American Boy, 6 mos.	

(1) Open Road (boys) 1 yr.

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IT'S THE ONLY PIPE OF ANY VALUE IN TOWN THAT AUNT SARAH HASN'T CRACKED DOWN ON—
LOOK OUT!
WHAT'S THE MATTER DAN?
DUCK THAT PIPE QUICK! THERE'S THE OLD THUNDER CLOUD IN THE SKY NOW!
DAN BLOWER WAS BOASTING ABOUT HIS ABILITY TO DODGE AUNT SARAH REABDY, LEADER OF THE SOCIETY FOR THE SUPPRESSION OF PIPE SMOKING, WHEN HE HAD A NERVOUS CHILL.
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Church Notes

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 Rev. V. M. Gilbert, B.A., B.D.
 Minister
 Strathmore, Alberta.
 Miss Edith Hirtle—
 Choir Leader and Pianist.

NEW YEAR'S DAY
 STRATHMORE—
 10 a.m.—Worship,
 and Junior Congregation.
 Subject—"Polka Who Comfort Us."
 11 a.m.—Church School.
 7:30 p.m.—Worship.
 Subject—"Seeing the Future as
 Present."
 A Happy New Year To All.
 You are invited to join with us in
 observing the Universal Week of
 Prayer January 1st to 8th inclusive.

ST. MICHAEL'S AND ALL ANGELS
 CHURCH
 Incumbent—
 Rev. Geo. W. Lang, B.A., L.Th.
 Sunday, January 1st, 1939
 A Happy New Year To Everyone.
 8 a.m.—Celebration of Holy Com-
 munion.
 11 a.m. No service in Strathmore.
 12 Noon—Carols and Combined
 Christmas and New Year's Service
 Strathmore.
 2 p.m.—Sunday School.
 7:30 p.m.—New Year's Service.
 Subject—"Voices of 1939."

SACRED HEART CHURCH
 STRATHMORE—
 Mass every Sunday 10:30 a.m. on
 every first Sunday of the month,
 when Mass will be at 10 a.m.
 CANDELAND—
 First Sunday of the Month. Mass
 at 11 a.m.
 REV. FATHER COORMAN, Pastor.

FRATERNAL



THE CANADIAN LEGION
 No. 10 B. E. & L.
 WISHES EVERYONE A HAPPY
 NEW YEAR

RISDON'S MACHINE SHOP

Machine Work
And Welding

A HAPPY NEW YEAR

— PHONES —

SHOP 27R2

RES. 27R3

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 You Will Get the Best At—
LANE'S STUDIO
 EXPERT PORTRAIT
 PHOTOGRAPHERS
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 CALGARY, ALBERTA

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 THERMOMETER
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 Subscription
 before Dec. 31st, 1938
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 you in Arrears
 Pay up and secure a
 Good Thermometer
FREE!

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JAMES MORRIS
 FLORIST AND SEEDMAN
 Cut Flowers For All Occasions
 Wedding Bouquets, Floral Designs
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Canadian fish g'ts its superb
 flavor because our water—both
 fresh and salt—are always pure and
 cold.

A Thrill a Minute!

IMPERIAL OIL
HOCKEY BROADCAST
Every Saturday Night

Compliments of

HUGHES MOTORS

TIEDE'S SERVICE STATION

J. W. ROBISON

MRS. H. SHARMAN, Ardenode

You patronizing your Imperial Oil Dealer
 by making this broadcast possible

HANSEN'S BAKERY
 Wish Their Many Customers & Friends
 A HAPPY NEW YEARCOAL FROM CONSUMER'S MINE
 We wish all Our Customers and Friends
 A HAPPY NEW YEAR

Delivered per Ton at \$4.25
 TRUCKING OF ALL KINDS
 Cream Route Tuesday and Friday
 Phone 5— NORMAN TAYLOR

CHIC'S
COFFEE
COUNTER

All White Help

ICE CREAM—
 HOT MEALS—
 SOFT DRINKS
 COLD LUNCHEONS

LUNCH COUNTER AND
 COMFORTABLE BOOTHS
 APPETIZING HOME
 COOKED MEALS

HIRTLE'S
THEATRE

FRIDAY AND SATURDAY
 DECEMBER 30 and 31
 FOUR MEN AND A PRAYER
 With Loretta Young

FRIDAY AND SATURDAY
 JANUARY 6th and 7th
 THE MYSTERIOUS RIDER
 By Zane Grey—

NEWS & COMEDY

GET MORE DOLLARS
 FROM YOUR HENS
 More eggs and lower feeding
 costs are the result when you
 feed Watkins Mineralized Poultry
 Tonic to your hens. That
 means that you get more dollars
 from your poultry and the cost
 is very small. You'll have a
 healthier flock too. Insure the
 health of your birds, and you'll
 get more eggs.

See Your Watkins Dealer—
 Apply VICTOR ROHL
 682 McDougall Road, Calgary

Turkeys

Make sure that you know the
 MARKET PRICE of your tur-
 keys by receiving our free price
 list during the turkey market-
 ing season in December. Send
 us a card with your name and
 address NOW to go on our list.

WINDSOR'S, PRODUCE
 PACKERS,
 601-11th Ave. West—Calgary

HUB

BILLIARD ROOM
 BOWLING ALLEY
 A Happy New Year
 To Everyone.
 R. HAMBLY, Prop.

IF YOU
 Want a Clerk
 Want a Partner
 Want a Situation
 Want a German Girl
 Want to sell a Piano
 Want to sell a Carriage
 Want to buy or sell a farm
 Want to Sell House Property
 Want to sell Groceries or Drugs
 Want to sell household furniture
 Want to sell dry goods or carpets
 Want to find customers for Anything
 Then Advertise in

THE STANDARD

The Very Best Medium in the District
 Advertising will gain new customers
 Advertising will keep old customers
 Advertising liberally always pays
 Advertising makes success easy
 Advertising builds confidence
 Advertising shows energy
 Advertising shows pluck
 Advertise then, at once
 Advertising is necessary
 Advertise ability
 ADVERTISE
 RIGHT
 NOW!

PETE DE KORT
 Carpenter
 STRATHMORE

LAYZELL & GILCHRIST

— Auctioneers —
 Farm Sales a Specialty—
 Box 353 Phone 91-3311
 Calgary Alberta



HOTEL
GROSVENOR
 THE HOTEL OF THE
 FRIENDLY HEARTH

When you come to town for your
 Christmas shopping—save your
 time and feet by staying at the
 Grosvenor. It is right in the
 midst of the shopping district
 and yet away from the noise and
 bustle. Whether you are in Van-
 couver for a day or a month, the
 Grosvenor offers the finest hotel
 service at really reasonable rates.

Excellent Food
 Splendid Service
 Moderate Prices
 NO BAI
VANCOUVER
 B.C.
 E. G. BAYNES
 General Manager

For Your Winter Trip
EXCURSION
FARES

TO
**EASTERN
 CANADA**
 TO
**CENTRAL
 STATES**
 TO
**PACIFIC
 COAST**

Special Reduced Fares
DAILY DEC. 1 to JAN. 5
 Return Limit 3 Months

Low Home-visitors' Fares
DAILY DEC. 1 to JAN. 5
 Return Limit 3 Months

Special Winter Fares To
VANCOUVER-VICTORIA
 Also Washington- Oregon
 and California Points

Ask for literature and full information from
 Ticket Agent. He will gladly assist with
 your Travel Plans.

Canadian Pacific

DANCING

LESSONS

In Tap and Ball-room Dancing

by GEORGE SIMPSON

Rates Reasonable—

Apply—Chic's Coffee Counter

WESTERN DEPT. STORE

Phone 28 Strathmore, Alta. Phone 28

S. LIBIN, Manager

JAP ORANGES—
 Box 98c

CANDY—
 Xmas Brilliant,
 2 lbs 35c
 5 lbs 85c

Creams & Jellies—
 1 lb 25c
 5 lbs \$1.10

English Mixed—
 2 lbs 45c
 5 lbs \$1.00

Jelly Beans—
 1 lb 19c
 2 lbs 35c

Chocolate Drops—
 2 lbs 35c
 5 lbs 85c

Special Discount
 For Schools.

XMAS NUTS—

Soft Shell Walnut,
 1 lb 15c
 5 lbs 75c

Brasils—
 1 lb 17c
 5 lbs 80c

Soft Shell Almonds
 1 lb 23c
 Filberts,
 1 lb 23c

PEANUTS—
 2 lbs 22c
 5 lbs 49c

MIXED NUTS—
 Very few peanuts,
 2 lbs 35c
 5 lbs 85c
 10 lbs \$1.65

CHOCOLATES—

Xmas Wrapped,
 4 lb box \$1.00
 2 Boxes \$1.90

CHERRIES—
 Marchino—
 1 lb box 35c

POTATOES—
 Sweet, 4 lbs 25c

HEAD LETTUCE—
 OLEBY—

BRUSSEL
 SPROUTS—
 At Best Prices.

APPLES—

McIntosh Red,
 Case \$1.55
 McIntosh Red,
 Fancy, case \$1.85

Delicious,
 Fancy Wrapped,
 Case \$2.00

DRESS SOX—

Men's 3 pairs \$1.00

DRESS SOX—

Pure Wool, pr. 50c

DRESS SHIRTS—

Men's, all sizes,
 Spec. Priced \$1.25

MEN'S HOUSE
SLIPPERS—

From per pair,
 \$1.25 to \$2.00

TIES—BOXED—
 From 45c to 75c

SCARVES—
 From 50c to \$1.00

XXXXXXXXXX
 A HAPPY NEW
 YEAR

HANDKERCHIEFS—

Men's, from 3 for
 25c to 3 for 50c

MEN'S BELTS—

From 50c to \$1.00

BOYS TIES—

each 29c

MEN'S SPATS—

Made by Currie,
 Pair \$1.00

PAJAMAS—

Men's Flannelette,
 From per pair \$1.35
 To \$2.10

TEA SETS—

22 piece \$1.25

WE HAVE A VERY
NICE ASSORTMENT
OF TOYS.

XMAS Crackers—

Box 30c and 50c

WE HAVE A VERY
NICE ASSORT-
MENT OF XMAS
TREE
DECORATIONS

STATIONERY—

Boxed, good prices.

FOR LADIES—
SILK HOSE—

Pair 75c and \$1.00

PANTIES—

Pair 50c

VEST & BLOOMER

Sets 60c and 80c

GOWNS—

Each \$1.50

SLIPS—

Each \$1.50

GLOVES—

Pair, up to \$2.25